



WFLX

## ORDER

Print Date 08/27/12 Page 1 of 3

Flight Dates 08/29/12-09/04/12

Contract / Revision 813683 / ALLEN WEST 4 CONGRES

Original Date / Revision  
08/27/12 08/27/12

Advertiser West, Allen/R/US House 18

Agency Strategic Media Svcs

Buying Contact

3299 K Street NW  
Suite 200  
Washington, DC 20007

Product

ALLEN WEST 4 CONGRES

Agency Com 15%

Billing Contact

3299 K Street NW  
Suite 200  
Washington, DC 20007

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06298190

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL810

Priority P 2

Advertiser Ref

Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	43	\$9,507.25	\$11,185.00	0.00	08/27/12	09/04/12	43	\$9,507.25	\$11,185.00
Totals	43	\$9,507.25	\$11,185.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	08/29/12	08/31/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	--WTF--	:30	3	\$145.00	P 2	0.00	NM	3	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--		3				\$145.00		0.00			
E 2	WFLX	09/03/12	09/04/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		2				\$100.00		0.00			
E 3	WFLX	08/29/12	08/31/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	--WTF--	:30	3	\$145.00	P 2	0.00	NM	3	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision 813683 Flight Dates 08/29/12-09/04/12

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:15:00

Advertiser West, Allen/R/US House 18 Product ALLEN WEST 4 CONGRES Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	08/29/12	08/31/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	--WTF--	:30	3	\$145.00	P 2	0.00	NM	3	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					3	\$145.00		0.00			
E 4	WFLX	09/03/12	09/04/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$100.00		0.00			
E 5	WFLX	08/29/12	08/31/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	--WTF--	:30	3	\$115.00	P 2	0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					3	\$115.00		0.00			
E 6	WFLX	09/03/12	09/04/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$100.00		0.00			
E 7	WFLX	08/29/12	08/31/12	EXTRA EXTRA	Comm	430-5P	--WTF--	:30	3	\$115.00	P 2	0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					3	\$115.00		0.00			
E 8	WFLX	09/03/12	09/04/12	EXTRA EXTRA	Comm	430-5P	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$100.00		0.00			
E 9	WFLX	08/29/12	08/31/12	FAMILY FEUD 1 FAMILY FEUD 1	Comm	5-530P	--WTF--	:30	3	\$115.00	P 2	0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					3	\$115.00		0.00			
E 10	WFLX	09/03/12	09/04/12	FAMILY FEUD 1 FAMILY FEUD 1	Comm	5-530P	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$100.00		0.00			
E 11	WFLX	08/29/12	08/30/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	--WT---	:30	2	\$435.00	P 2	0.00	NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WT---					2	\$435.00		0.00			
E 12	WFLX	09/03/12	09/04/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	MT-----	:30	2	\$390.00	P 2	0.00	NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$390.00		0.00			
E 13	WFLX	08/29/12	08/31/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	--WTF--	:30	3	\$435.00	P 2	0.00	NM	3	\$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					3	\$435.00		0.00			
E 14	WFLX	09/03/12	09/04/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	MT-----	:30	2	\$390.00	P 2	0.00	NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$390.00		0.00			
E 15	WFLX	08/29/12	08/31/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	--WTF--	:30	3	\$585.00	P 2	0.00	NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					3	\$585.00		0.00			



WFLX

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### Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:15:00

Advertiser **West, Allen/R/US House 18** Product **ALLEN WEST 4 CONGRES** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WFLX	08/29/12	08/31/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	--WTF--	:30	3	\$585.00	P 2	0.00	NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--WTF--			3		\$585.00		0.00				
E 16	WFLX	09/03/12	09/04/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MT-----	:30	2	\$525.00	P 2	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	MT-----			2		\$525.00		0.00				
E 17	WFLX	09/01/12	09/02/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-----SS	:30	2	\$585.00	P 2	0.00	NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----SS			2		\$585.00		0.00				
N 18	WFLX	09/01/12	09/01/12	College Football Prime COLLEGE FOOTBALL PI	Comm	7-11PM	-----S-	:30	1	\$385.00	P 2	0.00	NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			1		\$385.00		0.00				
N 19	WFLX	09/01/12	09/01/12	MLB on Fox Game 1 MLB GAME	Comm	1P-CC	-----S-	:30	1	\$185.00	P 3	0.00	NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			1		\$185.00		0.00				
Totals														43	\$11,850.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLX, West Palm Beach FL

Date:

8.29

I, Lara Marcello

am on behalf of Allen West, a legally

qualified candidate of the Republican political

party for the office of: US Congress

in the General

election to be held on: 11/6/12

I hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>WFLX #790587</u> <u>#799988</u> <u>#813683</u>				

Total Charges:

16128.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1088, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

7/31/10  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

John Hersman  
Printed Name

GM  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Lara Marullo  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:



☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Lara Marullo

printed name

7/31/12

date



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	Washington DC

**REQUEST RECEIVED FROM**

**DATE:** 6/5/12

<b>BUYER:</b>	Lara Marcello
<b>AGENCY:</b>	Strategic Media Services
<b>ADDRESS:</b>	3299 K St. NW Suite 200 Washington DC 20007
<b>PHONE #:</b>	202 337 5700
<b>FAX #:</b>	202 337 8484
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Allen West for Congress 2012
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	PO Box 1108 Stuart, FL 34995
<b>PHONE #:</b>	772 600 7123
<b>FAX #:</b>	877 906 2010
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Allen West
<b>OFFICE:</b>	Congress
<b>PARTY:</b>	Republican

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	